WEWS

ORDER

Flight Dates 10/09/12-10/15/12

<u>Order Sep</u> 00:20:00

<u>Product</u> <u>Estimate #</u> **1006**

Contract / Revision 304822 / Crossroads GPS 10.09-10.15.12 Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

07/16/12 10/10/12 Billing Contact Order Type GENERAL

Advertiser Crossroads GPS Billing Cycle EOM/EOC

600 Fairmont Avenue - Suite #306 Billing Calendar BROADCAST

Towson, MD 21204 Demographic A35+

Agency Mentzer Media

Buying Contact

Rev Codes

POL POL ISS

Sales Office EWSDC Product Codes PL
Sales Pagion NAT Priority P. 1

 600 Fairmont Avenue - Suite #306
 Sales Region Agency Ref
 NAT
 Priority
 P-1

 Agency Ref
 Advertiser Ref

Primary Account Executive

Daniel Baylog

ON YOUR SIDE

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Older Shale 76	Market value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Market Value

Order Share %

Order Totals Billing Plan

 Month
 # of Spots
 Net Amount Gross Amount
 Rating
 Start Date
 End Date
 # Spots
 Net Amount Gross Amount

 October 2012
 89
 \$89,845.00
 \$105,700.00
 0.00
 10/01/12
 10/15/12
 89
 \$89,845.00
 \$105,700.00

Totals 89 \$89,845.00 \$105,700.00 0.00

									Tota	als
Ln Ch Start End	Inventory Code	Break	Start/End	Γime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
N 1 WEWS 10/09/12 10/15/	2 M-F GMC 6-7a M-F GMC 6-7a	СМ	6-7a	МГЖГБ	:30	8	\$550.00 P-2	0.00 NM	9	\$5,250.00
Start Date End Date Week: 10/08/12 10/14/1 Week: 10/15/12 10/21/1	- TWTF	Spots/Week 8 1	Rate \$550.00 \$850.00	Rating 0.00 0.00						
N 2 WEWS 10/09/12 10/15/	2 M-F GMA 7-9a M-F GMA 7-9a	СМ	7-9a	МГЖГБ	:30	8	\$600.00 P-2	0.00 NM	10	\$6,600.00





Contract / Revision 304822 Flight Dates 10/09/12-10/15/12 Hiatus Dates

<u>Original Date / Revision</u> 07/16/12/ 10/10/12 <u>Order Sep</u> 00:20:00

Advertiser Crossroads GPS Product Crossroads GPS 10.09-10.1 Estimate # 1006

								Tot	als
Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
N 2 WEWS 10/09/12 10/15/12	M-F GMA 7-9a M-F GMA 7-9a	СМ	7-9a	МГЖГБ	:30	8 \$600.00 P-2	0.00 NM	10	\$6,600.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	- ТWГF	8	\$600.00	0.00					
Week: 10/15/12 10/21/12	M	2	\$900.00	0.00					
N 3 WEWS 10/09/12 10/15/12	M-F 11-12p M-F 11-12p	СМ	11a-12p	МГЖГБ	:30	4 \$1,300.00 P-2	0.00 NM	7	\$8,650.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	<u>Weekdays</u> - TWTF		Rate \$1,300.00	Rating 0.00					
Spot Ch Date Range [2 VEWS 10/08/12-10/14/12 I See MG 3.5,3.6,3.7,3.8 [hra/pol/p1]	•	<u>Start</u> 11a-	t/End Time 12p	_	<u>/eekdays</u> TWThF	Length Rate :30(\$1,300.00)	Rtg Type 0.00 NM		
5 /EWS 10/10/12-10/12/12 M MG for 15.2,3.2,11.3,6.	•	11a-	12p		- WThF	:30 \$1,300.00	0.00 NM		
6 /EWS 10/08/12-10/14/12 S		6-8a			Sa	:30 \$750.00	0.00 NM		
MG for 15.2,3.2,11.3,6.		0-0a			Sa	.30 \$730.00	O.OO INIVI		
7 /EWS 10/10/12-10/12/12 N		5-6p			- WThF	:30 \$1,500.00	0 00 NM		
(f) MG for 15.2,3.2,11.3,6.	•	3 ор			W1111	.50 ψ1,500.00	0.00 INIVI		
8 /EWS 10/10/12-10/12/12 N		3-4p			- WThF	:30 \$1,200.00	0.00 NM		
⊕ MG for 15.2,3.2,11.3,6.		0 1 p			- WIIII	.50 ψ1,200.00	0.00 INIVI		
Week: 10/15/12 10/21/12		0	\$0.00	0.00					
N 4 WEWS 10/15/12 10/15/12	M-F 11-12n	CM	11a-12p	M	:30	1 \$1,600.00 P-1	0.00 NM	1	\$1,600.00
	M-F 11-12p Weekdays		_		.00	Τ ψ1,000.00 Τ Τ	0.00 14101	,	Ψ1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	<u>vveeкuays</u> М	Spots/Week 1	Rate \$1,600.00	Rating 0.00					
N 5 WEWS 10/09/12 10/15/12	M-F 12-1230nm		12-1p	МГЖГБ	:30	4 \$1,000.00 P-1	0.00 NM	5	\$5,200.00
14 0 442440 10/00/12 10/10/12	M-F 12-1p News		12 1p	MIWII	.00	4 \$1,000.001	0.00 14101		ψο,200.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	- TWГF		\$1,000.00	0.00					
Week: 10/15/12 10/21/12	M	1	\$1,200.00	0.00					
N 6 WEWS 10/09/12 10/15/12	M-F 1-2p M-F 1-2p	СМ	1-2p	МГЖГБ	:30	8 \$550.00 P-2	0.00 NM	7	\$3,850.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	- TWF	8	\$550.00	0.00	/I-I	Leastle Dete	Dt T		
Spot Ch Date Range [5 VEWS 10/08/12-10/14/12 I	Description M F 1 2n	<u>Stan</u> 1-2p	/End Time	_	/eekdays TWThF	:30 (\$550.00)	Rtg Type		
See MG 3.5,3.6,3.7,3.8	•	1-2p		-	I WI IIF	.30 (\$000.00)	0.00 11111		
[na]									
Week: 10/15/12 10/21/12		0	\$0.00	0.00					
N 7 WEWS 10/15/12 10/15/12	M-F 1-2p M-F 1-2p	СМ	1-2p	M	:30	1 \$850.00 P-1	0.00 NM	1	\$850.00
Start Date	Weekdays M	Spots/Week 1	Rate \$850.00	Rating 0.00					
N 8 WEWS 10/09/12 10/15/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	СМ	4-5p	МГЖГБ	:30	4 \$900.00 P-2	0.00 NM	5	\$4,600.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	- TWF	4	\$900.00	0.00					
Week: 10/15/12 10/21/12	M			0.00					
N 9 WEWS 10/09/12 10/15/12	M-F 5-6p News M-F 5-6p News	СМ	5-6p	МГWГF	:30	8 \$1,600.00 P-1	0.00 NM	10	\$16,800.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					





Contract / Revision 304822 Flight Dates 10/09/12-10/15/12 Hiatus Dates

<u>Original Date / Revision</u> 07/16/12/ 10/10/12 <u>Order Sep</u> 00:20:00

Advertiser Crossroads GPS Product Crossroads GPS 10.09-10.1 Estimate # 1006

								Tot	als_
Ln Ch Start End	Inventory Code	Break	Start/End Ti	me Days	Len Spot	ts Rate Pri	Rtg Type	Spots	Amount
N 9 WEWS 10/09/12 10/15	12 M-F 5-6p News M-F 5-6p News	СМ	5-6p	MTWTF	:30	8 \$1,600.00 P-1	0.00 NM	10	\$16,800.00
Start Date End Da		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/1		_	\$1,600.00	0.00					
Week: 10/15/12 10/21/1			\$2,000.00	0.00					
N10 WEWS 10/09/12 10/15	12 M-F 6-630p New M-F 6-630p New		6-630p	MTWTF	:30	4 \$2,000.00 P-1	0.00 NM	5	\$10,500.00
Start Date End Da		Spots/Week		<u>Rating</u>					
Week: 10/08/12 10/14/1	_		\$2,000.00	0.00					
Week: 10/15/12 10/21/1			\$2,500.00	0.00	.20	4	0.00 NIM	,	ФС 000 00
N11 WEWS 10/09/12 10/15	M-Su 630-7p WN M-Su 630-7p WN		630-7p	MTWTF	:30	4 \$2,000.00 P-2	0.00 NM	3	\$6,000.00
Start Date End Da		Spots/Week		Rating					
Week: 10/08/12 10/14/1			\$2,000.00 t/End Time	0.00	Nookdovo	Longth Boto	Dta Tuno		
Spot Ch Date Range 2 VEWS 10/08/12-10/14/1	Description 2 M-Su 630-7p WNT	630-		-	<u>Veekdays</u> TWThF	Length Rate :30(\$2,000.00)	Rtg Type 0.00 NM		
See MG 11.5 [N/A]	2107 00 000 77 00007	000	76		111111	.σσ(φ2,σσσ.σσ)	0.00 14101		
3 VEWS 10/08/12-10/14/1	2 M-Su 630-7p WNT	630-	-7p	_	TWThF	:30 (\$2,000.00)	0.00 <i>NM</i>		
See MG 3.5,3.6,3.7, [pol/p1]	•		r			(, ,,			
4 VEWS 10/08/12-10/14/1	2 M-Su 630-7p WNT	630-	-7p	_	TWThF	:30 (\$2,000.00)	0.00 <i>NM</i>		
See MG 11.7 [hra/pol/p1]	,					,			
5 VEWS 10/10/12-10/10/1	2 M-Su 630-7p WNT	630-	-7p	-	- W	:30 (\$2,000.00)	0.00 <i>NM</i>		
6 /EWS 10/09/12-10/12/1 → MG for 11.5 10/10	2 M-F 5-6p News	5-6p)	-	TWThF	:30 \$2,000.00	0.00 NM		
7 /EWS 10/14/12-10/14/1 MG for 11.4 10/12	2 M-Su 630-7p WNT	630-	-7p	-	Su	:30 \$2,000.00	0.00 NM		
Week: 10/15/12 10/21/1	2	0	\$0.00	0.00					
N12 WEWS 10/15/12 10/15/			630-7p	M	:30	1 \$2,500.00 P-1	0.00 NM	1	\$2,500.00
	M-Su 630-7p WN	NT			.50	1 ψ2,300.001 -1	0.00 14101		Ψ2,000.00
Start Date End Date Week: 10/15/12 10/21/1		Spots/Week 1		Rating 0.00					
N13 WEWS 10/09/12 10/15/	<u>-</u>	CM	7-730p	MTWTF	:30	4 \$1,000.00 P-2	0.00 NM	5	\$5,200.00
	7-730p The List				.50	4 \$1,000.001-2	O.OO INIVI		ψ3,200.00
Start Date End Da		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/1 Week: 10/15/12 10/21/1	_		\$1,000.00 \$1,200.00	0.00 0.00					
N14 WEWS 10/09/12 10/15/		CM	730-8p	MTWTF	:30	4 \$1,000.00 P-2	0.00 NM	5	\$5,200.00
1177 112110 10/00/12 10/10/	730-8p Let's Ask		. оо ор	1111 1111 1111	.00	. ψ1,000.001-2	0.00 14101		ψο,200.00
Start Date End Da		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/1			\$1,000.00	0.00					
Week: 10/15/12 10/21/1	2 M		\$1,200.00	0.00					
N15 WEWS 10/09/12 10/15	12 M-F 1135p-1202 M-F 1135p-1202		1135p-1207x	MTWTF	:30	4 \$900.00 P-2	0.00 NM	4	\$3,700.00
Start Date End Da		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/1		4	\$900.00	0.00					

WEWS

Print Date: 10/10/12 Page 4 of 4



Contract / Revision 304822 Flight Dates 10/09/12-10/15/12 Hiatus Dates

<u>Original Date / Revision</u> 07/16/12/ 10/10/12 <u>Order Sep</u> 00:20:00

Advertiser Crossroads GPS Product Crossroads GPS 10.09-10.1 Estimate # 1006

Ln Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Davs	Len Spo	te Rata Pri	Rtg Type	Tot Snots	<u>als</u> Amount
	- 101		M-F 1135p-1202a		1135p-1207x		:30	4 \$900.00 P-2		4	\$3,700.00
IN 15 WEWS	10/09/1	2 10/15/12	M-F 1135p-12028	J	1135p-1207X	MII WI F	.30	4 \$900.00 P-2	U.UU INIVI	4	\$3,700.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/14/12	- TWГF	4	\$900.00	0.00					
	Date Ra		escription 1999		/End Time	_			Rtg Type		
			1-F 1135p-1202a N	lightline 1135	p-1207x	-	TWThF	:30 (\$900.00)	0.00 NM		
Sec [na		5,3.6,3.7,3.8									
Week: 10/	15/12	10/21/12	M	1	\$1,000.00	0.00					
N16 WEWS	10/09/1	2 10/15/12	M-SU 11-1135P I	Late Ne M	11-1135p	MTWTFSS	:30	5 \$2,400.00 P-2	0.00 NM	5	\$12,000.00
			M-SU 11-1135P	Late Nev							
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/		10/14/12	- TWTF		\$2,400.00	0.00					
Week: 10/		10/21/12		0	\$0.00	0.00					
N17 WEWS	10/15/1	2 10/15/12	M-SU 11-1135P I M-SU 11-1135P		11-1135p	M	:30	1 \$3,000.00 P-1	0.00 NM	1	\$3,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	15/12	10/21/12	M	1	\$3,000.00	0.00					
N18 WEWS	10/14/1	2 10/14/12	SU GMA 8-9A	СМ	8-9a	S	:30	2 \$600.00 P-2	0.00 NM	2	\$1,200.00
			SU GMA 8-9A								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/		10/14/12	S	2	\$600.00	0.00					
N19 WEWS	10/14/1	2 10/14/12	SU 6-630p News		6-630p	S	:30	2 \$1,300.00 P-2	0.00 NM	2	\$2,600.00
			SU 6-630p News								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/		10/14/12	S		\$1,300.00	0.00					
N20 WEWS	10/14/1	2 10/14/12	Criminal Minds	CM	1135p-105x	S	:30	1 \$400.00 P-2	0.00 NM	1	\$400.00
01-	D 1 -	E. J.D.	Sa Criminal Mind		D-1-	Detie					
Sta Week: 10/	rt Date	End Date 10/14/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00					
	Date Ra		escription	•	/End Time		/eekdays	Length Rate	Rtg Type		
			Criminal Minds		p-105x	<u>-</u>	Su				
Sec	e MG 20	.2			•			,			
[N/	/A DUE F	PGM CHG - T	TO PLACE - SA/SI	U CRIMINAL N	MINDS LATE]						
2 /EWS	10/08/12	2-10/14/12 S	U 12a-1a CSI Miar	mi 12a-	1a	-	Su	:30 \$400.00	0.00 NM		
⊕ MG	for 20.1	10/14									
									-	0014	0 = = 0 0 0 0

Totals 89\$105,700.00